



CCHE MUSEUM GRANT PROGRAM Fact Sheet

(See Reverse Side for Enabling Legislation)

What is the California Cultural & Historical Endowment (CCHE) Museum Grant Program?

The Museum Grant Program was established in statute to assist and enhance the services of California's museums and other groups and institutions that undertake cultural projects that are deeply rooted in and reflective of previously underserved communities.

How will the Program be Funded?

Initially the program will be funded with Proposition 40 bond funds for capital projects.

Subsequently, the program will be funded with revenues from a new special interest license plate. The new plate, which features the image of a dancing **Snoopy**, was generously *licensed by Jean Schulz and Peanuts Worldwide through the assistance of the California Association of Museums.*

What type of Project is Eligible?

Initially, all projects funded with Proposition 40 bond resources must be capital improvement projects. Draft guidelines will be released in the summer of 2014 with an opportunity for stakeholders to provide input.

When funds become available from license plate revenue, there will be another opportunity for stakeholders to provide input. At that time, we anticipate a broader eligibility base, not restricted to capital projects.

General Background

The CCHE was established in 2003 as the state entity tasked with preserving and protecting California's cultural heritage. (See reverse for more information.)

Questions & Comments

Send comments or questions on the CCHE Museum Grant Program to MGPcoordinator@resources.ca.gov.

Mailing List

If you wish to be on our mailing list for future notices regarding this upcoming program, please sign up at: http://resources.ca.gov/grant_programs.html

California Cultural and Historical Endowment Board Members

Chair

John Laird

Secretary of California Natural
Resources Agency

Gerald Maginnity

Acting State Librarian of California

Michael Cohen

Director of

California Department of Finance

Dr. Catherine Campisi

Ms. Georgette Imura

Ms. Carmen Martinez

Dr. Ennette Morton

Ms. Carla Sands

Mr. James Irvine Swinden

Mr. Jon Vein

Legislative Representatives

Senator Marty Block

Senator Kevin de León

Assembly Majority Leader
Toni Atkins

Assemblymember Ian Calderon

Executive Officer Mimi Morris



A part of the



CCHE MUSEUM GRANT PROGRAM – ENABLING LEGISLATION

California Cultural & Historical Endowment - The California Cultural & Historical Endowment (CCHE) was established in 2003 within the California State Library, under AB 716, as the state entity tasked with preserving and protecting California's cultural heritage. In 2013, AB 482 transferred the CCHE to the California Natural Resources Agency, and authorized a new museum grant program.

Proposition 40: CA Clean Water, Clean Air, Safe Neighborhood Parks, and Coastal Protection Act of 2002 - Funding for CCHE projects came from voter-approved bonds under Proposition 40, the California Clean Water, Clean Air, Safe Neighborhood Parks, and Coastal Protection Act of 2002. Over \$122 million has been distributed competitively to government entities, non-profit organizations and Indian tribes for capital projects that acquire, restore, preserve and interpret historical and cultural resources. (More information at the CCHE Website at: <http://resources.ca.gov/ccche/>) Initial awards under the Museum Grant Program will also come from bond funds.

Importance of Museums- In AB 716, the legislature commended the role of museums in the life of the community (**Ca Education Code Section 20090-20091**):

- (a) Museums do important work that helps the state meet its obligations to residents in the field of education. Museums contribute to formal and informal learning at every stage of life, from the education of children in preschool to the continuing education of adults.
- (b) Museums are a significant resource for in-service training of California teachers. A great potential for a relationship between museums and educational facilities exists.
- (c) Museums are an important means of making art, science, history, and culture available to California residents.
- (d) Museums provide an economic boost to their communities by attracting tourists and local visitors, all of whom create a demand for services.
- (e) Museums often help define the public identity of a community, and serve as a foundation of its cultural identity. A museum has the legacy of its community as the heart of its mission.

Proposed Museum Grant Program – The CCHE proposes to establish a program to assist and enhance the services of California's museums and of other groups and institutions that undertake cultural projects that are deeply rooted in and reflective of previously underserved communities. Pursuant to AB 716, this program shall give priority to:

- (a) Enhancing opportunities for superior museum and cultural program services.
- (b) Encouraging museums and cultural programs to provide services to school pupils, including any of the following:
 - (1) Curriculum development.
 - (2) School site presentations or workshops.
 - (3) Teacher Training
 - (4) Reduced price or free admission of pupils to museums.
- (c) Collaborative projects and technical assistance to coordinate the work of eligible museums and cultural programs and to enhance the ability of museums and cultural programs to serve the public. Priority shall be given to any project that does any of the following:
 - (1) Assists an eligible museum or cultural program in serving an historically underserved population.
 - (2) Aids a museum or cultural program in diversifying or expanding its audience.
 - (3) Aids a museum or cultural program in raising its professional standards in order to better serve the public.
- (d) Projects that increase accessibility to museums' and cultural programs' collections and services.

Snoopy License Plate

To that end, the CCHE is pleased to announce the launch of the new Snoopy special interest license plate, the proceeds from which will benefit museums. To sign up for the plate, visit www.snoopyplate.com

